



## Frozen vegetables pioneer Edouard Haspeslagh passed away at age 81

Edouard Haspeslagh passed away in the early morning of Friday 25 November. He was the founder of Haspeslagh NV and chairman of the Board of Directors of the Ardo Group. His passing is a great loss to the family and to the company.

'Vegetables' have always been a major part of Edouard Haspeslagh's life. He started out as a farmer with fifty hectares of land near Ardoe in the 1950s. He initially grew crops to be supplied to the canning industry and established Haspeslagh NV in 1960 for this purpose. His ambitions reached further, and in 1977 he entered the new, unfamiliar world of deep-frozen technology. "It is the future", Edouard Haspeslagh said. He had thoroughly studied the process and the market opportunities for fresh-frozen vegetables and he made his decision. Ardovries NV was established and once the compressor and production line were delivered to the family farm, the first fresh-frozen vegetables were produced.

From then on Edouard Haspeslagh succeeded in expanding his company year after year. Starting with the French-speaking part of Belgium, he then went on to France, the UK, Spain, Portugal, The Netherlands, Denmark and Austria. With every takeover or expansion, his first concern was to look for new synergies and opportunities to broaden the technical and commercial expertise.

In 1995 Edouard Haspeslagh passed the torch to his four sons, but this did not stop him from going to work every day to talk to the people and to keep up to date with the business. For him, people came first.

So Edouard Haspeslagh was right: the future started at minus eighteen degrees Celsius. His entrepreneurial spirit, enthusiasm and values will live on within his family and the Ardo Group.

# Rising demand for pre-fried onions



Demand for pre-fried onions is going up. In order to continue to guarantee its delivery of a high-quality end product and increase efficiency, Ardo reviewed its entire production line.

The line was moved from Denmark to France, where it was integrated in the existing production section for fresh-frozen onions in Violaines. Thanks to this integration, **all knowledge on both blanched and pre-fried onions is now located at a single site.** This only brings advantages.

The move of the production line also required the construction of a brand new production space in Violaines. Different external factors had to be taken into account, such as odour discomfort, insurance requirements due to the frying process (fire safety), controlled ventilation.

## More details on the production process



- ✓ Peeled onions are supplied or the onions are peeled locally by customised machines.
- ✓ The onions are diced or sliced.
- ✓ The onions are fried in rapeseed oil or sunflower oil at 150°C. Once they leave the deep fryer, any excess oil is extracted.
- ✓ The pre-fried onion is cooled and frozen very fast in 2 stages.
- ✓ Then the finished product is stored in octobins in a frozen warehouse.

## A sustainable production process

**The sustainability aspect was also taken into account.** The deep-frying fumes are continuously extracted and burnt in a specially designed burner. The released heat is used to generate process heat in the deep fryer. Any excess heat is used to heat the cleaning water.

In order to optimise the cleaning process, the cleaning partner at Ardo Violaines has been involved in the project since the design phase. Before the oily waste water can be biologically purified, it is treated to extract any solid residue and oil.

## Your guarantee for a perfectly pre-fried onion



- ✓ The onions are purchased from previously selected farmers, who are closely monitored during the growing process.
- ✓ The oil in the deep fryer is continuously filtered so that any solid particles are removed from the oil.
- ✓ The polar fraction of the oil is checked at very regular intervals in order to measure the oil's age and contamination.
- ✓ The colour and texture are constantly tested at the lab.

## Numerous applications with pre-fried onions ...

Pre-fried onions can be used in **many different applications**. In the **professional kitchen** it can be used as a foundation for many dishes. No more cutting and sautéing onions ... All you need to do is add the pre-fried onions to the vegetables, meat, etc. These onions are also **ideal for fast catering**, such as sausage or hotdog stands. The pre-fried onion is the finishing touch to your creation. In **industrial dishes** the pre-fried onion is used as a topping on pizzas, as an ingredient in many classic dishes, etc.



**The pre-fried onion range is available in:**

White onion **cubes**: 8x8 or 10x10

White onion **slices**: 3-5 mm thick

4x2.5 kg (ASF61+) – 10kg boxes (ASF81+/AKF81+)



## New products



Insalata Risoni



### Zucchini Mix

This **Mediterranean mix of yellow and green courgette half slices (zucchini), half date tomatoes and red onions** is the ideal accompaniment to meat and fish dishes. The mix can easily be prepared in a steamer. If some olive oil and herbs are added, it can also be prepared in a frying pan, wok or oven. The mix is refreshing in flavour and quite delicious!

Available in 4 x 2.5 kg – MZU610



### Insalata Risoni

The successful salad range from Ardo is expanding. The list of popular products such as Insalata Mediterranea, Insalata Verdura and Taboulé now includes Insalata Risoni. This **summer salad comprises of risoni** (Greek pasta), pineapple, grilled red and yellow peppers, broccoli and red onions **with a dressing of honey and mustard**. It's a really flavoursome trendsetter and all it needs is defrosting!

Available in 4 x 2.5 kg – IRI610



### Diced Butternut Squash

No more laborious peeling and chopping of butternut squash. In addition to pure pumpkin puree, Ardo has now also launched **pre-cut butternut squash cubes**. The cubes, which can be prepared in a saucepan, steamer or oven, are the ideal basis for a delicious soup or a tasty ingredient in various oven dishes and stews.

Available in 4 x 2.5 kg – POM610 and in 1 x 10 kg – POM810



### Carrot stew

Ardo welcomes a newcomer to the much appreciated 'A Table' range: carrot stew. This delicious vegetable dish is made according to a traditional recipe based on **coated vegetables, potatoes and a tasty stock**. Carrot stew is certain to please everyone who likes hearty, healthy cooking.

Available in 6 x 1.5 kg – WOS410

## Expansion of the Organic range

The Organic range for the foodservice market was expanded with various new products in the spring of 2011 and now also includes **Organic green courgette slices**. As Ardo already has Organic tomatoes and Organic peppers in its range, it can now offer virtually all elements of Mediterranean cuisine.

**Bio**  
Organic



## Market- and harvest reports



Once again, the harvest year is almost over. It turned out to be an **uncertain, changeable crop year**. Harvest results varied greatly: in the spring they were below expectations, whereas they reverted to normal in the autumn.

The last few months of 2011 saw surprisingly little rain. Rainy areas such as Brittany experienced their driest period since 1971 and ended 2011 with around 50% of normal annual rainfall. Average temperatures remained 2 to 4 degrees above normal values.

This meant that some autumn harvests had to be postponed and it was a real challenge for our production units to



process all of the fresh vegetables in time. So long as temperatures allow, winter vegetables such as **Brussel sprouts, black salsify, cabbages and carrots** continue to pass through the production lines.



**Consumption figures for fresh-frozen vegetables are very positive for 2011.**

Despite the relatively lower prices of fresh vegetables in the second half of 2011, sales continue to rise at Ardo. Another factor here is the shortage of stocks of fresh-frozen vegetables at the beginning of 2011, which meant that it was impossible to meet demand.



Ardo took the necessary steps to increase capacity at our sites in order to ensure guaranteed delivery.

The growing programmes for 2012 have also now been discussed in depth and scheduled. Onwards to a new crop year... as the farmer ploughs on!



# Challenges for 2012



## Ardo is ready for 2012

We have now all started a healthy, delicious 2012, but Ardo would like to look back at the previous unstable year with you. The growth process took off fast in the spring, but was slowed down during the wet summer by lower temperatures. The autumn season was quite dry and warmer than normal. You can read a more detailed harvest report in this Actual.

Ardo remains committed to 'sustainability'. This edition of the newsletter features another sustainable project that was implemented recently. In 2011 Ardo also published its second 'Corporate Social Responsibility' report which discussed the aspects of **Planet, Product and People** in more detail. You can download this report on the Ardo website [www.ardo.com](http://www.ardo.com).

Ardo also continues to differentiate with its **product innovations**. The products launched at the end of 2011 will continue to be supported in 2012 so that you can discover them fully. These continued efforts of innovation and product optimisation supports our image and perception as an innovator. We already look forward to discussing and assessing these new developments with you.

The 'Ardo Food Ingredients' sales team is now running at full speed. Over the past year they have taken many steps to better service this market with adjusted products and services. In 2012 the team members will join forces to keep you fully informed of Ardo's ability to offer the right product for your production process.

More than ever before, Ardo keeps you up to date perfectly through various means of communication. Our website, this newsletter or the digital newsletter with short reports aimed at every target market means it has become impossible to miss any Ardo news!

*The Ardo team wishes you a successful, healthy and delicious 2012 and will continue its efforts in terms of quality, sustainability and innovation in the coming year.*

# Sustainability



## Ardo encourages intelligent water use



As part of Ardo's commitment to sustainable production, the site in Geer (B) purchased a 40-hectare nature area with a few reservoirs. A pipe network will lead the factory's **treated waste water** there, where it will remain until **the growers use it to irrigate their crops during dry periods**. Storing the treated water does not only promote biodiversity in the region, it also results in an accessible reserve for rare birds and other animals. This is a good result for the environment and for the factory.



The reservoirs of Hollogne-sur-Geer (B)

## Ardo acquires a small area of the sea

Ardo has recently become the owner of 75 km<sup>2</sup> of sea near the German island of Fehmarn/Heiligenhafen as part of the 'Fishing for Litter' project. As part of the project, local

fishermen are supported by German recycling company Der Grüne Punkt to remove all the rubbish from the water. The project is financed by Der Grüne Punkt contributions made by companies in Germany. Ardo is pleased to make a financial contribution as part of its sustainability policy.



# Ardo news



Anuga 2011



## The autumn trade fairs: an unqualified success



Ardo travelled all over Europe in 2011 to present its products. Our experiences in Moscow (PIR), Cologne (ANUGA) and Salzburg (Alles für den Gast) have shown us that interest in our existing and new products is rising and rising.

In Ghent (Horeca Expo) our sales campaign 'Discover the Ardo products and win a 'sustainable' bicycle' were very successful. The competition was won by **Olivier Van Der Eeken**, Olivier Van Der Eeken, chef at 'De Heide' in Merelbeke (B) (centre for people with physical disabilities).

We hope we can welcome you to one of the many trade fairs we will be contributing to in the next few months:

### BIOFACH NÜRNBERG – D

15-18/02/2012 - Nürnberg Messe - Hal 9 - Stand 9-213

### FOODEXPO HERNING – DK

18-20/03/2012 - Messecenter Herning - Hal M - Stand 9640

### MDD PARIS – F

3-4/04/2012 - Paris Expo/Porte de Versailles - Hal 3

### PLMA AMSTERDAM – NL

22-23/05/2012 - Amsterdam RAI - Europacomplex - Food section

## New colleagues

### Matthieu Rammant

Matthieu joined the **international sales team in Ardo (B)** as an **International Key Account Manager Retail and Foodservices** in early November. He will be supporting Roger Maes.

### Peter Brouwer

Peter started working as a **Key Account Manager Retail at Ardo Zundert (NL)** on 1 August. He is succeeding Arie Quist, who worked in Zundert for over 40 years and is now enjoying his well-earned retirement.

### Stefan Marsat

Is supporting the **sales team in Ardo AustriaFrost**. He will be able to use his years of experience as a cook in his position as a culinary adviser and in the management of new product developments at the production site.

## East Anglian Peas: Ardo UK commercialises peas of British Origin

Ardo UK negotiated a successful agreement with Anglian Pea Growers, a British crop organisation representing a large area of pea crops. **Ardo UK will commercialize British peas on the English market.** To differentiate these peas from the existing products in the market, it was important to market the 'pea' as basic vegetable, in a special way.



This resulted in 'Who Grew my Peas?'. **Ardo UK gave its peas a logo and an identity** that could be used to communicate directly with the press, potential customers, consumers and many other interested parties.

Follow Ardo UK on **Twitter** through **@whogrewmypeas**, 'Like' 'Who Grew my Peas?' on **www.facebook.com/whogrewmypeas** or visit the website **www.whogrewmypeas.co.uk**



## Extra packing lines for 20kg packaging



Ardo is becoming even more prominent in the Food Ingredients market. It therefore **invested in extra packing lines for large packaging: 20kg plastic bags**. In addition to the existing line in Geer (B), the sites in Violaines (F), Ardoie (B) and Alpiarça (P) now also have similar packing lines.

There are many advantages to this. Firstly, the bags can be handled easily and fast. Paper or cardboard is no longer present in the production hall. Packing material volume is limited and the bags' blue colour guarantees easy traceability.



# Culinary Ardo

Small and tasty tapas are trendy. This is why we chose a stylish tasting dish with four different recipes dominated by Ardo products. These are simple appetizers with surprising flavours that are easy to prepare thanks to Ardo's convenience products. The recipes are made for 10 persons.



Risotto Spinaci with scampi

Zucchini mix and ocean perch

Pork skewer Stroganoff

Pumpkin puree with fillet of venison

## Stir-fried Zucchini mix with herb butter and ocean perch

### Stir-fried courgettes

1.2kg Ardo zucchini mix  
100g herb butter

olive oil  
salt and pepper

Stir-fry the zucchini mix in a little olive oil and season with salt and pepper. Gently stir in the herb butter until it melts completely.

### Herb butter

80g Ardo chopped shallots  
20g Ardo chopped herb  
20g Ardo chopped parsley  
10g Ardo chopped chives

10g Ardo chopped basil  
500g butter or margarine  
salt and pepper

Mix everything and make small rolls with cling film.

### Ocean perch

Fry the ocean perch in some olive oil and garnish with gomasio (mix of coarse salt, grains of paradise and sesame seeds crushed in a mortar).



## Spicy pumpkin puree and crispy butternut squash with fillet of venison

### Pumpkin puree

400g Ardo diced butternut squash  
400g Ardo pumpkin puree  
50g Ardo shallots  
150g butter

2x star anise  
1 cinnamon stick  
salt and pepper

Over a low heat, perfume the butter with the shallots, star anise and cinnamon. Allow to simmer for half an hour, pass through a sieve and use to fry the butternut squash cubes until they are done. Add the pumpkin puree and allow to simmer for a while. Season with salt and pepper. If you want your puree to be a bit more sturdy, you can add some potato. Serve with a fillet of venison.

### Crispy pumpkin

Mix 250g egg white, 150g flower, 100 g clarified butter and 100g pumpkin puree. Season with salt and pepper. Spread thinly on a Silpat (silicone mat), sprinkle with some chopped pumpkin seeds and fry until crisp at 180°C.



## Small Stroganoff pork skewer

### Stroganoff sauce

250g Ardo Letscho (5 portions)  
Ardo chopped parsley  
100ml red wine

10ml demi-glaze  
splash of vodka

Deglaze the frying pan with the red wine and vodka, allow to reduce and add the Letscho and demi-glaze. Allow to boil for a while and finish with some chopped parsley.

### Small pork skewers

200g Ardo grilled red and yellow parilla peppers  
1kg fillet of pork

Put the cubes of pork fillet and grilled red and yellow parilla peppers on the skewers. Fry these briefly on the teppan and serve with Stroganoff sauce.



## Risotto Spinaci with scampi

1.5kg Ardo Risotto Spinaci  
50 scampi  
100g parmesan flakes

olive oil  
chimichurri herb mix

Heat the risotto spinaci in a microwave, (covered) steamer or saucepan. Add the herb mix to the olive oil and use to marinade the scampi. Fry the scampi briefly in a frying pan or on the teppan. Place the scampi on the risotto and garnish with some parmesan flakes.



Discover many other surprising recipes on [www.ardo.com](http://www.ardo.com)!

Ardo N.V. Wezestraat 61 B-8850 Ardoole - T +32 51 310621 - F +32 51 305997 - [www.ardo.com](http://www.ardo.com) - [info@ardo.be](mailto:info@ardo.be)  
 +45 65 310310 - +49 2102 2028 0 - +44 1233 714714 - +33 297 234876 - +353 12 957355 - +31 765 999999 - +351 243 559 230  
 +7 095 234 3181 - +34 948 724200 - +420 326 597 045 - +386 5 658 25 00 - +86 21 6473 8068 - +43 7476 77222 - +43 2249 35350  
 +46 (0)8 768 1550 - +36 87 4827 32 - +39 (0)5 21 92 99 12 - +421 317 801 481 - +407 29786684 - +48 510 080 711



[www.ardo.com](http://www.ardo.com)



REPLY-CARD

Name and first name:.....

Company:.....

Address:..... No.:.....

Postal Code:..... Town: .....

Tel.: ..... Fax: .....

Country:.....

Function: .....

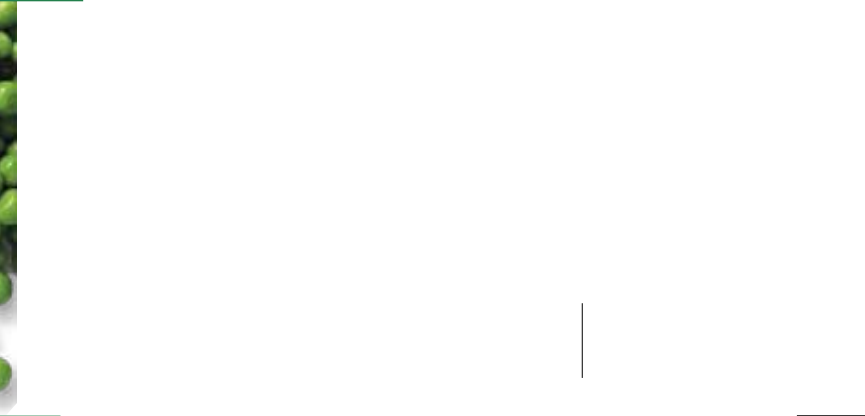
E-mail:.....

Contact Ardo: .....

Send me more information: ☐ Pre-fried onions ..... ☐ Pumpkin.....

☐ Zucchini mix ..... ☐ Organic range.....

☐ Insalata Risoni ..... ☐ Others .....





We preserve nature's precious gifts

Affix  
Letter  
Postage

Ardo N.V.  
Wezestraat 61  
B-8850 Ardooie